



Call for ‘Brands and Consumers: 2021 and Beyond’

~Announcing a two-part webinar inviting all marketers and advertisers~

Consumer behavior has gone through a paradigm shift during COVID. As a corollary, it has posed new challenges for brands. In order to understand the strategies devised by top brands to tackle the challenges of this global event/pandemic and to look beyond, The **Indian Society of Advertisers** in association with **Free Press Journal** and **ABP Network** is organizing a webinar ‘Brands and Consumers: 2021 and Beyond’. This two-part unique webinar series will be addressed by the best Marketing minds from across industries.

Commenting on the initiative, **Sunil Kataria**, ISA Chairman said, “ISA (The Indian Society of Advertisers) is the apex body, successfully representing the interest of the advertising fraternity for nearly 70 years. The World has gone through a very difficult Covid period during 2020. This sad event has significantly impacted all the brands and consumer behavior. It’s the time to review and more importantly, understand the learnings and the way forward both in the short term as well as the long term. Over the years, ISA has been organizing knowledge seminars/webinars for the benefit of the ecosystem of advertisers and marketers. Continuing the same, our next 2-part webinar series focuses on the issue most of us are facing: Brands & Consumers-2021 and beyond. We bring you leadership views and strategies from across both the manufacturing and the services sectors.”

Abhishek Karnani, Director, The Free Press Journal said, “This session will be significant to all advertisers and marketers who want to strategize the future course of actions for their brands.”

While the first session on Wednesday, February 24 will be on manufacturing, the second session will focus on services that will be held on Wednesday, March 3.

The session on 'manufacturing' will be moderated by **Sunil Kataria**, ISA Chairman and CEO – India & SAARC, Godrej Consumer Products Limited. He will be in conversation with **Anil Viswanathan**, Senior Director - Marketing (Chocolates), Insights & Analytics, Mondelez India Foods Pvt. Limited; **Anuj Poddar**, Executive Director, Bajaj Electricals Limited; **Gauravjeet Singh**, General Manager – Media (South Asia), Hindustan Unilever Limited; **Shashank Srivastava**, Executive Director, Maruti Suzuki India Limited; and **Suparna Mitra**, CEO - Watches and Wearables Division, Titan Company Limited.

The second session on 'services' will be moderated by **Narendra Ambwani**, ISA Executive Council Member and former MD Johnson & Johnson. This session will have names like **Abraham Alapatt**, President and Group Head-Marketing, Service Quality, Financial Services & Innovation, Thomas Cook (India) Limited; **Ajay Kakar**, Chief Marketing Officer, Aditya Birla Capital; **Mohit Kapoor**, Group Vice President -Advertising & Innovations, Jio Platforms Limited; **Rahul Karthikeyan**, Director - Marketing, Upgrad Education Private Limited; and **Ravi Desai**, Director, Mass & Brand Marketing International, Amazon India.

The knowledge partner for the webinar is Mogae Media and Laqshya is the outdoor partner.

About ISA

The Indian Society of Advertisers (ISA) has been the flagship national body and unique voice of advertisers pan India for close to 70 years. The ISA stands for education, representation, protection and support to the advertisers. It works in excellent fraternity relationship with other Industry bodies involved in the Indian advertising, marketing and media industry. The ISA is a founder member of the WFA (World Federation of Advertisers), Brussels. It's one of the three constituent bodies of BARC (Broadcast Audience Research) and one of the founders of ASCI (Advertising Standards Council of India).

About The Free Press Journal

FPJ is a 91-year-old publication which has editions in Mumbai, Indore, Bhopal and Ujjain. It was one of the active publications even during the lockdown. This has led to 10x increase in digital presence. During the lockdown, the publication has been actively involved in around more than 25 policy level discussions and various debates.

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